

Joint Effort Marketing Survey

(Your event, attraction, promotion here)

1. How did you find out about (name of event or promotion)?

Check all that apply.

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Weekly Shopper | <input type="checkbox"/> Magazine |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Family/friends | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Posters | <input type="checkbox"/> TV |
| <input type="checkbox"/> Other Internet site | <input type="checkbox"/> Public Relations Story or Feature | |
| <input type="checkbox"/> Tourist Info Center | Other_____ | |

2. Is this trip an overnight trip from home?

- No – returning home today (Skip to #4)
- Yes—What type of lodging are you using:
- | | |
|--|--|
| <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Friend/relative |
| <input type="checkbox"/> Camp (RV) | <input type="checkbox"/> Rent cabin |
| <input type="checkbox"/> Camp (Tent) | <input type="checkbox"/> B&B |
| <input type="checkbox"/> Rent private home | <input type="checkbox"/> Resort |
| <input type="checkbox"/> 2nd home/vacation | <input type="checkbox"/> Other_____ |

3. How many nights will you be staying at the above accommodations? #_____

4. While you're in this community, will you participate in any of the following activities in the vicinity?

Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Dining |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Visiting museums |
| <input type="checkbox"/> Take in other attractions | <input type="checkbox"/> Boat ride |
| <input type="checkbox"/> Bicycle on trails | <input type="checkbox"/> Other: _____ |

5. Including yourself, how many people are in your travel group? #_____

6. What information do you use when you plan your leisure trips? *Check all that apply.*

- | | |
|--|--|
| <input type="checkbox"/> Weekly newspaper | <input type="checkbox"/> Daily newspaper |
| <input type="checkbox"/> Weekly shopper | <input type="checkbox"/> Internet |
| <input type="checkbox"/> TV | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> WI Tourism guides | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Local tourism information | <input type="checkbox"/> Friends/relatives |
| <input type="checkbox"/> Other: <i>please describe</i> _____ | |
| _____ | |
| _____ | |
| _____ | |
| _____ | |